

SR 89A FOCUS AREA Master Plan

*Adopted by Town Council
June 14, 2016*

TOWN OF CLARKDALE, ARIZONA
June 2016



Introduction and Background

Presented by the Clarkdale Planning
Commission:

Chair – Ida de Blanc

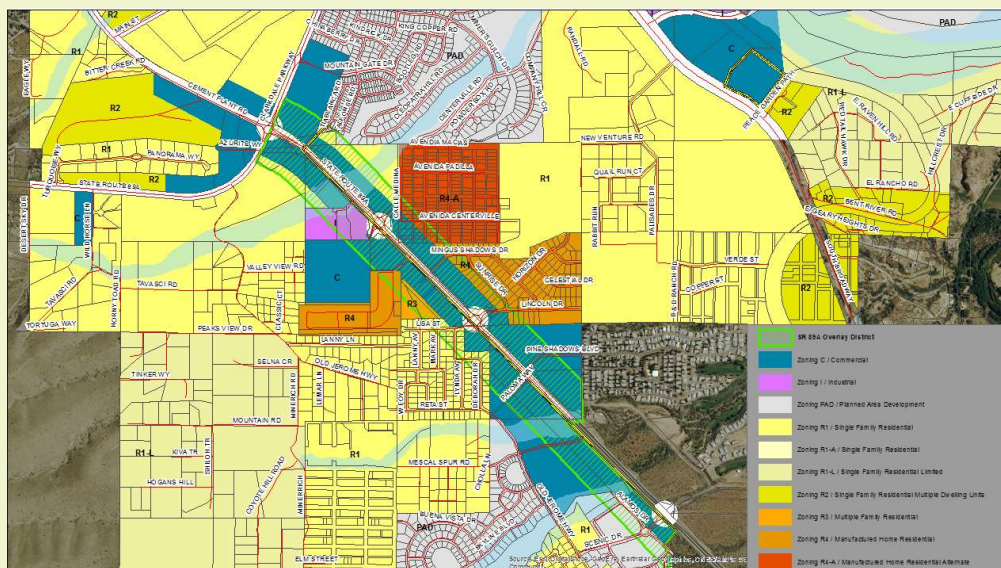
Vice Chair – John Erickson

Commissioners:

Jorge Olguin

Craig Backus

Debbie Hunseder



SR 89A Corridor

Clarkdale Parkway to Cottonwood Boundary

Introduction

In 2013 the Town Council adopted the Sustainable Community and Economic Development Plan. One of the goals identified in the plan is business retention, expansion and attraction. The first short-term strategy for this goal is to create area-specific plans and infrastructure development plans for the following areas:

**SR 89A Corridor
Broadway Corridor
Bitter Creek Industrial Area
Arts & Entertainment District**

Each of these areas is identified as having the potential to contribute to the economic prosperity of the Town.

The highway corridor has adjacent residential property that could benefit and would be impacted by increased commercial development.

The Planning Commission began working on this project in August 2014 and decided to begin with the SR 89A Corridor Focus Area.

Zoning in this area is primarily commercial with industrial zoning for the Mold in Graphics property.



Clarkdale's Sustainable Community & Economic Development Plan

July 2013

Accepted by Town Council June 25, 2013

Existing Conditions

The portion of SR 89A within the Town of Clarkdale boundaries is approximately 1.6 miles in length.

There are eight establishments along the western side of the highway:

#1 Food Store and Gas Station	Mold in Graphics
Clarkdale Baptist Church	Chateau Tumbleweed
Olsen's	Dollar General
Nate's Cowboy Café	La Zima Auto Sales (new business)

There are no established businesses along the eastern side of the highway.

Approximately 60 acres on the west and 40 acres on the east are available for development.

Property along the corridor is held by 22 separate entities.

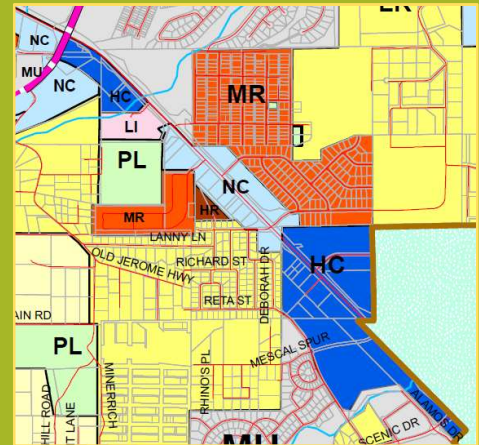
With the exception of Mold in Graphics, all of the property adjacent to the highway is zoned commercial.

The portion of SR 89A through Clarkdale provides access to Jerome, Prescott, Cottonwood and Sedona.



General Plan

- Designated as a planning **sub-area** recognizing unique concerns and issues exist
- Increasing interest in commercial development along this corridor is anticipated in the near future
- Central portion of corridor is designated as **Neighborhood Commercial** 'intended for commercial retail and service needs that provide the surrounding neighborhoods and residents of Clarkdale with their basic day-to-day needs.'
- Properties on outer ends of corridor are designated as **Highway Commercial** 'intended for a wider range of community-wide and regional commercial uses.'
- The **Clarkdale Parkway Gateway**, the western end of the SR 89A Focus Area, is designated as a Growth Area in Chapter 9 of the 2012 General plan.
- Sustainability Element:** 'Clarkdale seeks to maintain and enhance the livability, health and vitality of the Verde Valley and the natural systems to which it is a part, now and in the long-term future.'
- Environmental Planning:** Goal 7.1 – To ensure Clarkdale maintains a sustainable environment that preserves its open space, natural assets and a healthy environment for its residents and visitors to enjoy.
- Economic Development:** Goal 12.1 – To attract and retain enterprises that provide high-value, high wage jobs; to diversify and grow the local economy; to increase the local tax base; and to anticipate our economic future in order to strengthen our economy and help fund vital public services.



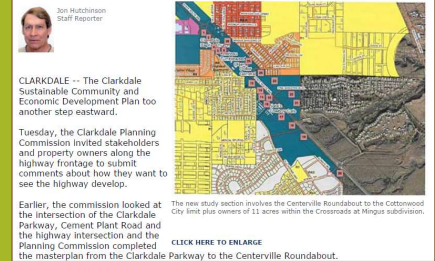
2012 Clarkdale General Plan
Land Use Map

The Process

- January 2015 to April 2015 – Meetings with Stakeholders and Property Owners of the corridor between the Clarkdale Parkway Roundabout and Centerville Road
- Goals of these meetings:
 - *Identify preferred uses*
 - *Identify obstacles and challenges*
- September 15, 2015 – First Community Meeting
- November 13, 2015 – Open House Meeting
- January 19, 2016 – Planning Commission began examination of remainder of SR 89A corridor
- Survey sent to property owners
- Presentation to the Cottonwood Development Committee hosted by the City of Cottonwood
- Presentation to the Sedona/Verde Valley Realtor's Assoc.
- March 4 & 5th 2016 – Three meet and greet meetings presenting plan at local businesses.
- May 10, 2016 CountyWide presentation
- All input incorporated into final plan



Clarkdale expands study on 89A focus area



The Plan

Goal: Development within the SR 89A Commercial Corridor will be sustainable, attractive and productive.



Challenges & Opportunities

- Limited access off of State Highway
- Size and dimensions of individual properties
- Availability of wastewater and water infrastructure
- Availability of electric, gas and cable services
- Crossing of major washes
- Mitigate negative impact to adjacent residential neighborhoods
- Protect views
- Foster walkability
- Visibility/signage of existing and new businesses



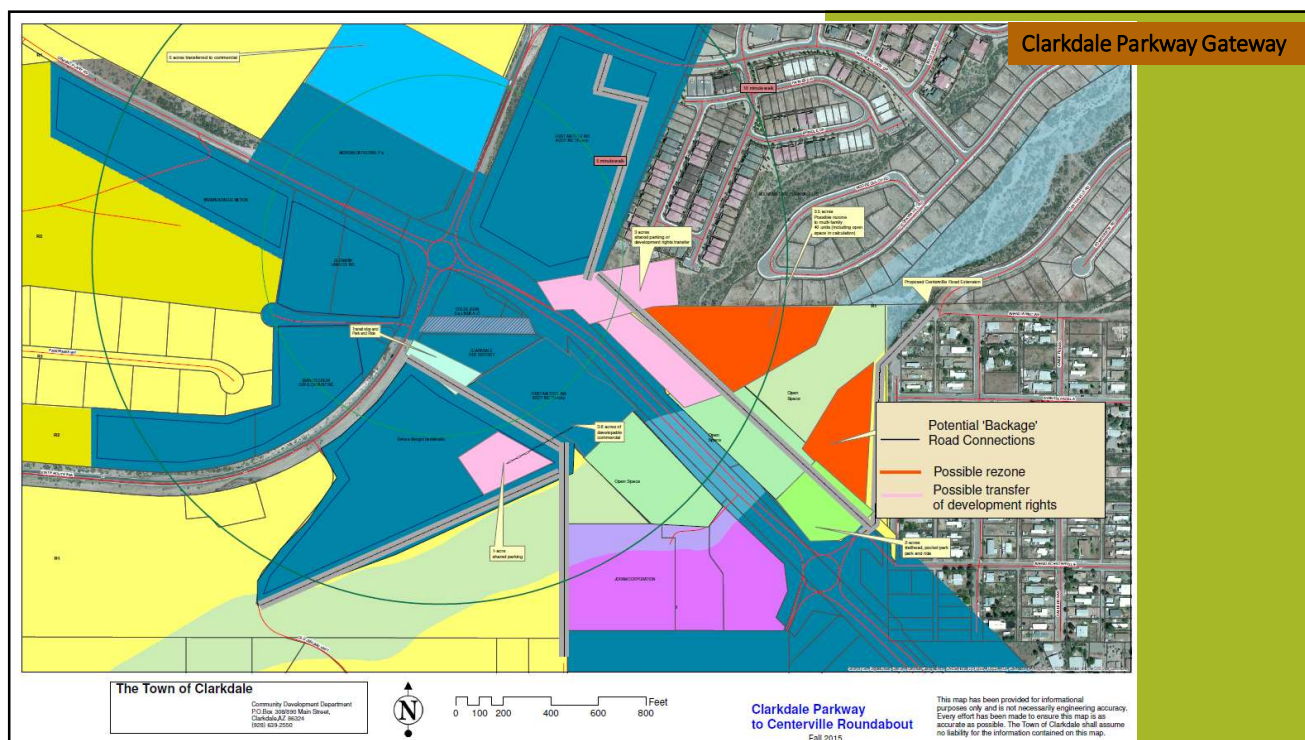
Land Use

- Preserve Open Space
 - *Preserve existing washes as open space (supported by the 89A Commercial Overlay District)*
 - *Adopt a transfer of development rights ordinance to encourage the best use of property.*
- Protect views – the 89A Commercial Overlay District requires a viewshed analysis for all development within the corridor.
- Create an appealing storefront view from the highway through orientation of the building and parking – create hubs or nodes focused on roundabouts



Circulation

- Construct “backage” road connections behind properties where possible
 - *Extension of Alamos Drive*
 - *Acquisition of front half of Paloma Way*
 - *Development of additional access from Mountain Gate Drive*
- Encourage pedestrian connections
 - *Between businesses*
 - *From adjacent neighborhoods*
 - *On new and existing roadways and trails*
- Encourage multi-modal travel
 - *Bicycle stands and rental facilities*
 - *Red Wine Line*
- Encourage shared driveways and access across developments



Desired Businesses

- Neighborhood Services
- Provide high-quality jobs with commensurate salaries
- Businesses with limited impact on adjacent residential properties
- Grocery Store
- Medical/Professional Offices
- Day Care/Senior Care Facilities
- Entertainment options – movie theaters, arcades, outdoor sports facility
- Bookstore
- Coffee shop
- Complementary services supporting existing businesses



Grand Opening of Chateau Tumbleweed
1151 SR 89A

Design Expectations

- Retain small town feel of Clarkdale
- Provide goods and services to local residents
- Shield parking from highway (requirement of the overlay district)
- Develop sustainable and environmentally-friendly buildings
- Retain open spaces and natural areas, preserve existing washes
- Orient buildings to preserve viewsheds
- Establish a relationship to existing structures with new construction
- Include outdoor, shaded public spaces
- Encourage multi-modal access between properties
- Reflect and enhance existing businesses in the historic downtown Clarkdale area
- Minimize lighting, including light spill from interior spaces
- Use non-reflective materials and matte finishes
- Vary roof lines and building masses
- Incorporate electric charging stations



Sustainable Development

Guiding document adopted by Clarkdale Town Council in 2013

- Use Landscape Design Standards, Chapter Nine of the Town of Clarkdale Zoning Code, incorporating xeriscape concepts and use of low-water native or adaptive plants.
- Integrate EPA Water Sense guidelines for landscaping and irrigation system design.
- Encourage use of on-site rainwater collection.
- Shield all exterior lighting fully per Chapter Eight of the Town of Clarkdale Zoning Code.
- Incorporate energy conservation into design and construction



CLARKDALE SUSTAINABILITY VALUES

Siting – Take advantage of the natural resources and consider the impact of building placement.

Water Management – Recognize that water is an extremely limited resource; efficient and effective management of that resource is critical.

Infrastructure – Design project infrastructure to have minimal impact on the environment.

Green building – Incorporate current technologies to support sustainable design.

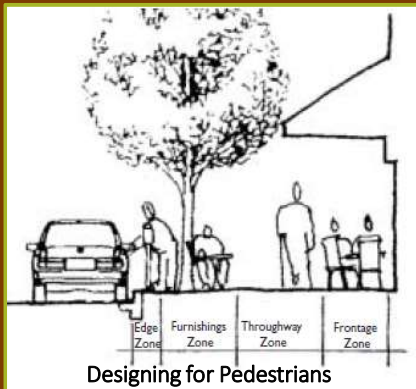
Design Principles – Plan projects to fit into existing infrastructure and have minimal impact.

Construction: Incorporate best practices for energy efficiency and environmental quality

Maintenance & Restoration – Minimize environmental impact

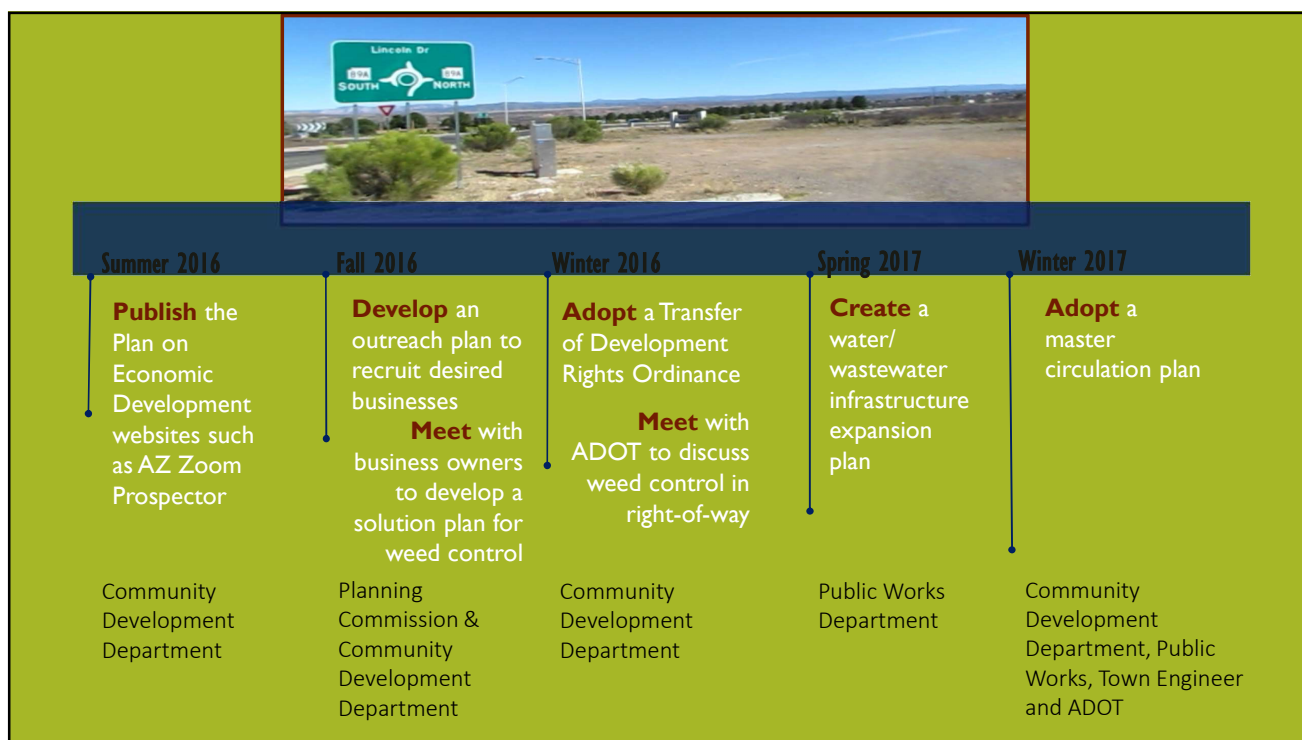
Landscape Standards – Develop a landscape plan that conserves resources

Implementation Objectives



Designing for Pedestrians





Click [here](#) for facts and statistics regarding the Clarkdale community.

Discover Clarkdale – a place that makes sense

- ✓ Available vacant commercial and industrial property
- ✓ No development impact fees
- ✓ Top industries by jobs: manufacturing, transportation & warehousing, education, and information
- ✓ Rail accessible
- ✓ Award-winning K-12 schools, plus Yavapai College, the Southwest Wine Center, and Small Business Development Center
- ✓ Small business friendly – 59% have 1-4 employees
- ✓ Business promotion by Clarkdale Downtown Business Alliance
- ✓ Member of [Verde Valley Regional Economic Organization](#)
- ✓ [Sedona Verde Valley Tourism Council](#) partner
- ✓ LocalFirst Arizona Member

Community & Economic Development Department Director Jodie Filardo



890 Main Street
(928) 639-2500
www.clarkdale.az.gov
[Media Kit](#)

We love to solve problems and meet challenges in new and unique ways.
(Town of Clarkdale Guiding Principles)

